

What is claimed is:

1. A product comprising a label portion that is electrically modifiable.
2. The product of claim 1 wherein said label portion is a modify-once electrically modifiable label.
3. The product of claim 1 wherein said product includes at least one electrical contact to allow application of an electrical potential that modifies said label portion.
4. The product of claim 3 wherein said at least one electrical contact remains accessible to program said label portion at least once after manufacturing and testing of said apparatus.
5. The product of claim 1 wherein said label portion comprises an electrically programmable bar code.
6. A product having an electrically alterable product identifier capable of being altered by application of an electrical potential.
7. The product of claim 6 wherein said electrically alterable product identifier specifies one or more characteristics of the product.